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Sierra DRINK Lager



Greetings  
1929

Party

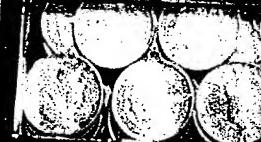
LIBERTY BE  
SALOON & RESTAURANT

1000 N. MICHIGAN AVENUE

CHICAGO, ILLINOIS

SPLAYED  
DOLLAR

SILVER  
DOLLAR

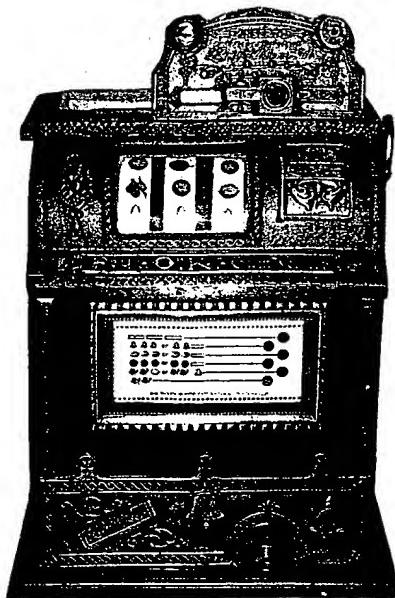


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# REVAMPING

Fey 1914  
REVAMP

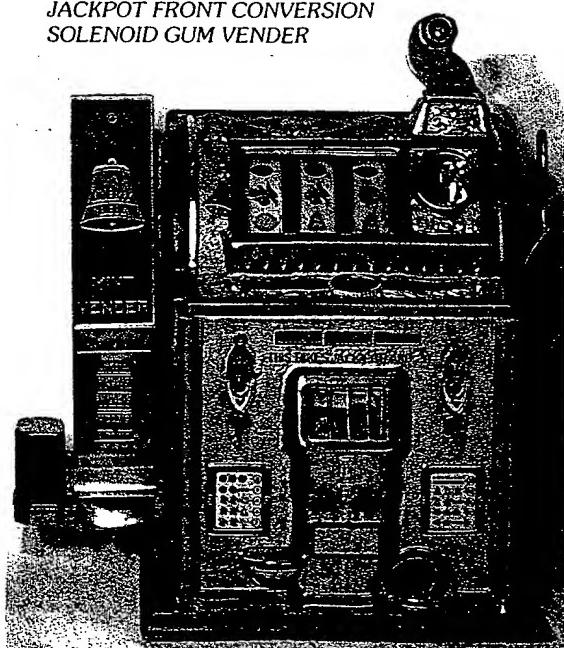


Fey 1929  
POINSETTIA  
REVAMP BELL

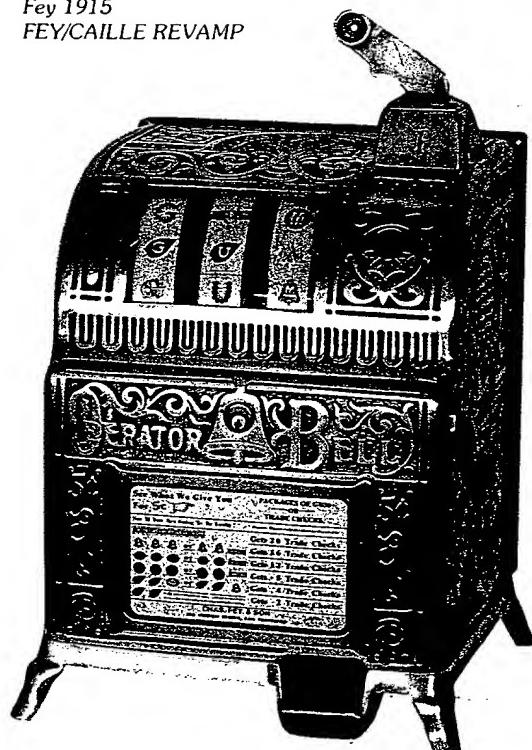


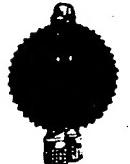
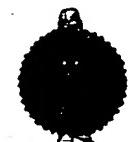
Since their origin there has been a continual market for less expensive slots that have been reconditioned and upgraded. Fey, the West Coast's largest rebuilder, revamped many adding new reel strips, bulls-eye slug detecting windows, jackpot fronts and changing coin denominations. The 1914 REVAMP began as a 1912 Mills O.K. GUM VENDER, p.101; the FEY/CAILLE REVAMP a 1912 OPERATORS BELL, p. 108; the 1928 JACKPOT FRONT CONVERSION with a Fey Jackpot Front and Solenoid Gum Vender a 1923 OPERATORS BELL, p. 113; and the POINSETTIA REVAMP BELL a 1915 OPERATORS BELL, p. 109.

Fey 1928  
JACKPOT FRONT CONVERSION  
SOLENOID GUM VENDER

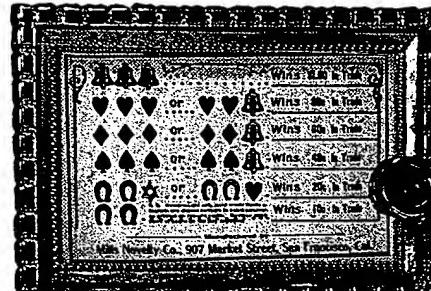


Fey 1915  
FEY/CAILLE REVAMP





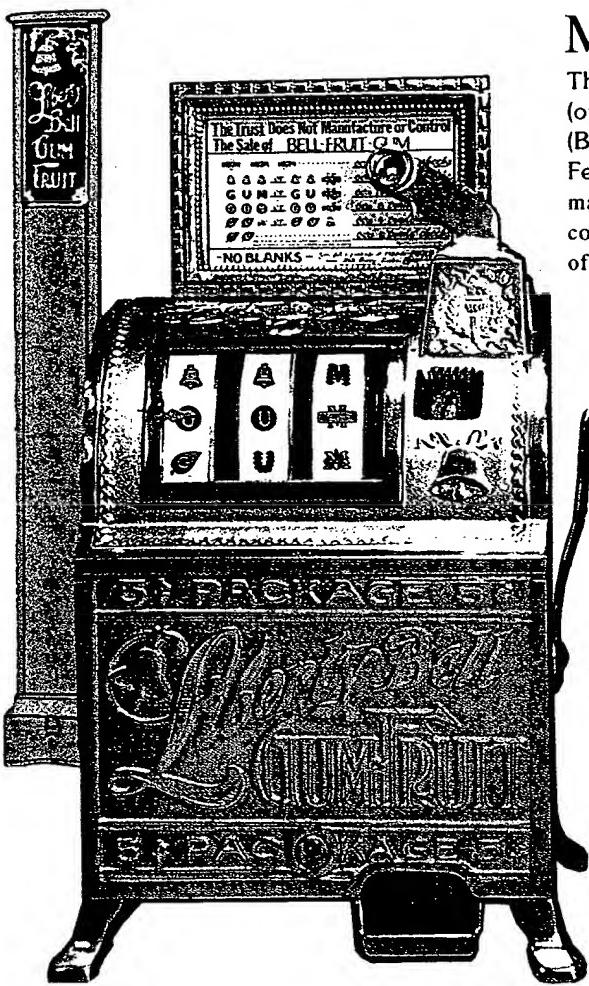
# A Second Bell Family



Mills 1906  
LIBERTY BELL



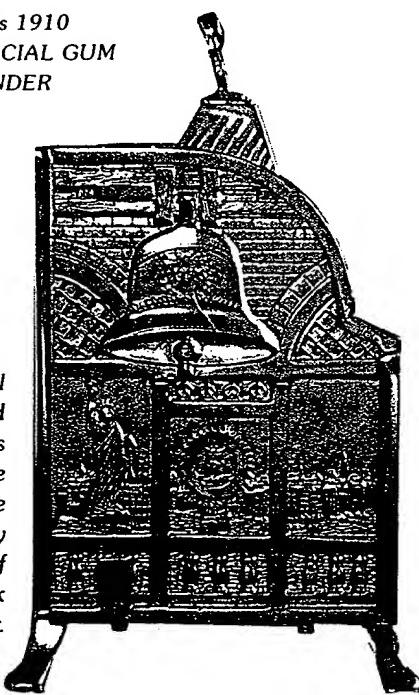
Mass produced and sold nationwide, the Mills LIBERTY BELL quickly popularized the 3-reel bell machine. Patterned after the Fey LIBERTY BELL, this mechanism used the same operating principles but the all new cast iron case featured an enlarged window and reel tins. The reel strips, retaining the Fey symbols, were printed with 20 characters instead of the 10 used by its predecessor. This slot was later offered with the patriotic "Liberty" strips shown on the left.



## Mills Offers 5 Models

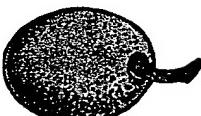
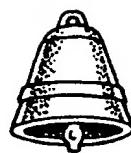
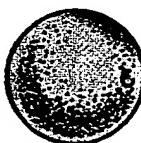
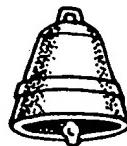
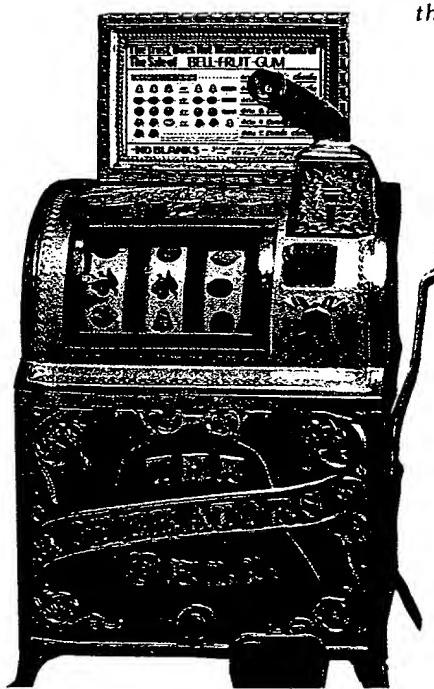
The first Mills 'Iron Case' LIBERTY BELLS (opposite page) utilized the same symbols (Bells, Suit symbols, & Horseshoes) as the Fey LIBERTY BELL. And like Fey, they also manufactured a CARD MODEL (page 84). To compliment the Liberty Bell theme, Mills also offered the patriotic reel strips like the one shown on the opposite page. So that the models could operate in closed territories they were frequently promoted after 1910 as "gum machines." They still paid awards in cash, but offered an optional package of gum for each nickel played. The "gum machines" were available in two models — the SPECIAL GUM VENDER and the OPERATORS BELL.

Mills 1910  
SPECIAL GUM  
VENDER



Mills 1910  
OPERATORS BELL

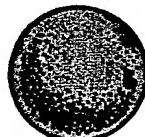
The fifth version, the OPERATORS BELL, introduced the traditional fruit, bell and bar symbols used on slot machines for the next seven decades. Manufacturers continued the popular OPERATORS BELL designation on many ensuing models into the late 1920's.



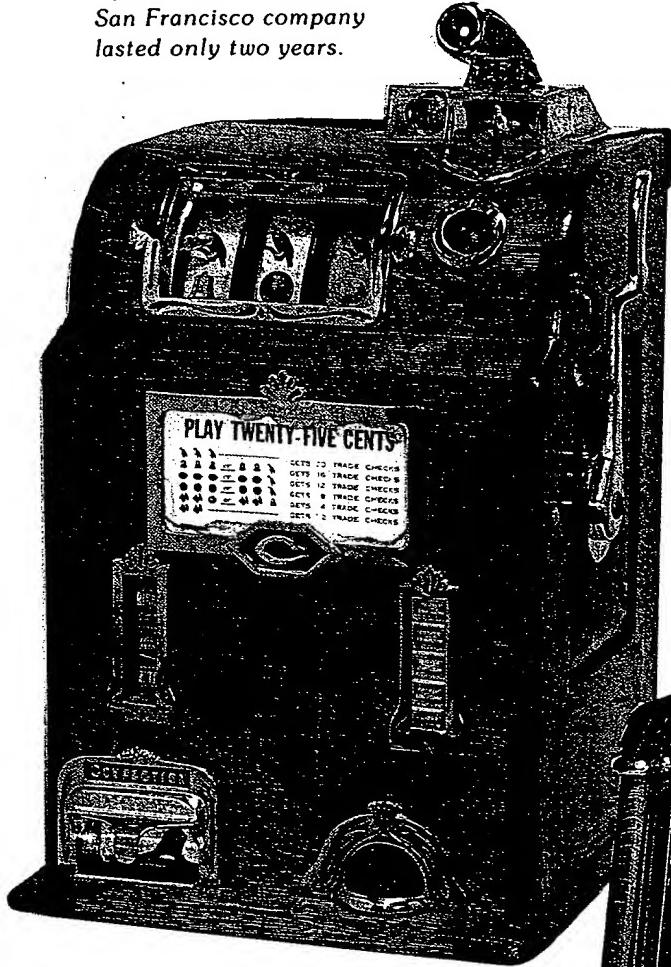
COPYRIGHT 1910

BELL-FRUIT-GUM

MILLS NOVELTY CO., CHICAGO



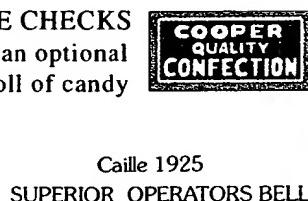
John B. Cooper recased early Jennings mechanisms with beautiful all-mahogany cases. The "future pay" was displayed by extensions on the pay fingers that were shown in the window to the left of the coin head. The San Francisco company lasted only two years.



Cooper 1924  
AUTOMATIC COUNTER VENDER

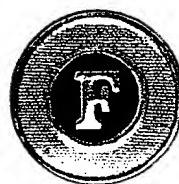


GETS 20 TRADE CHECKS  
and an optional  
roll of candy



Caille 1925  
SUPERIOR OPERATORS BELL  
*Nicknamed the "Naked Lady," this classic beauty featured the first multiple coin slug detector and a new case design that lasted to the end of the decade.*

Using his own castings, Fey updated an early Jennings AUTOMATIC COUNTER VENDER (p. 161). He personalized the conversion with a large "F" on the top casting.



Fey 1923  
OPERATORS  
REVAMP BELL

